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Brian Folb
President
Paramount Contractors

Roxanna Sassanian
Vice President
Sunset Gower Studios

Carol Massie
Secretary
McDonald's Restaurants

Duke Gallagher
Treasurer
The Production Group

Fabio Conti
The Fabiolus Café

Charles Eberly
The Eberly Company

John Given
CIM

Kitty Gordillo
Hollywood YMCA

Melissa Logan
Amoeba Music

Harout Markarian
Western Diocese of the
Armenian Church

Elizabeth McDonald
The Los Angeles
Film School

Michael Pogorzelski
AMPAS

Fred Rosenthal
Ametron

Katie Seymour
Sunset + Vine

Michael Smith
Broadreach Capital
Partners

Arthur Stroyman
Kilroy Realty
Corporation

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Sarah Besley
Executive Director



January 29, 2013

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah Besley
Executive Director
Sunset & Vine Business Improvement District

A handwritten signature in blue ink that reads "Sarah M. Besley".

SUBJECT: Fourth Quarter Report: October 1, 2012 through December 31, 2012

Operational Issues

- Treasurer Duke Gallagher stated that this year's roll-over funds were greater than anticipated due to the unexpected revenue from the Sunset & Dine event. Based on projections, from the December cash flow statement, the CHC will roll-over approximately \$70,000 into the 2013 budget.
- The board set aside \$30,000 from the 2012 Beautification budget in anticipation of Metro Call for Projects funds that may require a match. HPOA staff is working with Metro staff to advocate the release of the funds and identify an alternate source for the matching funds that were previously allocated from the CRA.
- The Valet Parking Ordinance was approved by City Council in November and will move to the Police Commission before it is implemented in early 2013. The adoption of the ordinance comes after nearly a year of organizing business and property owners along Cahuenga in both the Sunset & Vine BID and Hollywood Entertainment District (HED), which will be the first area where the ordinance is implemented. Key elements include: a permit program overseen by LAPD; restrictions on parking cars in residential neighborhoods; requirements for publishing traffic routes; how and where vehicles are being parked; and a mandated lease agreement for the space. Additionally, the ordinance will require permits for valets to ensure the drivers are licensed.
- HPOA staff, along with members of the Chamber, met with Guggenheim Partners to look into forming a parking district in Hollywood. One of the critical components would be managing the parking garage at the Arclight Dome in the Sunset & Vine BID – along with three other structures in the HED. Kerry Morrison met with Robertson Properties Group, who owns the Arclight, and the CRA's oversight committee, to discuss the needs and priorities of both the property owner and the agency. Morrison also met with Chris Essel to convey the interest in maintaining public (if not public/private) ownership of the garage.

- After a thorough vetting process, the CHC Nominating Committee selected two potential board members to fill two year terms starting in February, 2013. Arthur Stroyman (Kilroy Realty) and Katie Seymour (Windsor Properties/Sunset +Vine Apartments) were announced as new members to the slate, along with returning board members: Roxanna Sassanian, John Given, Melissa Logan, Carol Massie and Brian Folb. The committee is now tasked with identifying a slate of officers to elect at the February meeting.
- BID staff created a CHC Stakeholder survey to gauge BID priorities for the coming year. The survey was made available online in November with preliminary results due to be revealed to the board in February.
- Kerry Morrison and Sarah Besley both attended the annual CDA Conference from October 29 -31, in Sacramento.
- The Board reviewed draft copies of the change order for the CHC/HPOA Service Agreement, due to expire on December 31, 2012. While the compensation terms remained unchanged, the agreement incorporates several changes in scope and policy, including a whistleblower policy, a document retention policy and a conflict of interest policy. The Board asked that the current service agreement be renewed for one month while board members Rosenthal and Folb research management costs in several comparably sized BIDs to ensure the monthly retainer of the HPOA contract was within reason. The Board is scheduled to vote on the proposed change order in January.

Security

- Proposals to bid on our security contract were due to our offices in mid-October. The RFP working group evaluated 21 companies and interviewed 4 finalists. After much discussion, the working group recommended the board proceed to negotiate a contract with Andrews International Security, and possibly introduce some new deployment strategies, such as unarmed ambassadors or visible foot beats. In December, Joe Mariani prepared a summary for the board showing how the proposals were scored and evaluated.
- At the November board meeting, President Brian Folb stated that there has been some concern about the number of restaurants with 47 licenses, which are actually operating as nightclubs. Angela Motta (CD-13) agreed to organize a task force to: examine enforcement strategies and gather greater cooperation between the Zoning Administrator, City Planning, ABC, LAP, etc.
- It was announced in November that the Hollywood Homeless count is scheduled to take place on January 31, 2013. Volunteers will gather at the Hollywood Community Police Station before being dispatched to approximately 35 census tracts in the Hollywood area.
- The BID's security contractor, Andrews Security, recorded the following statistics from the 4th quarter:

51 Arrests Made, 284 YTD Total
80 Homeless Referrals, 302 YTD Total
992 Citizens Contacted, 4,175 YTD Total
387 Radio Calls, 1,505 YTD Total
657 Business Contacts, 2,366 YTD Total

Streetscape Issues

- In November, Sarah Besley met with a representative from the Mayor's Office to discuss the likelihood of receiving CRA funds that were earmarked as a match for an Metro Call for Projects grant. Besley has been working with Metro staff to gain clarity on the status of the funds and better understand what might occur if the CRA does not fulfill its obligation for the match. Staff is researching several scenarios in the event the match is not fulfilled, including raising funds from property owners or lowering the CRA's obligation. If awarded, the grants would allow the CHC to potentially construct a median on Vine Street, conduct terrazzo repair along the Walk of Fame, and/or possibly incorporate some street furniture along Sunset Boulevard.
- Besley and Morrison both met with representatives from the Public Works Commission and CD-4 to identify a possible strategy to indemnify BIDs from trip and fall claims on city sidewalks. HPOA staff offered to compile a history of claims and insurance premiums to help convey the potential impact on the city if they were to assume the liability. Discussions on the matter are ongoing.
- This year, the Sunset BID, in collaboration with the Hollywood Entertainment District, is submitting an application to the DWP Grant Program to help pay for the cleanup of the six major freeway off ramps that service both BIDs. If awarded, the combined sum of the grant (\$10,000) will allow the Sunset & Vine BID to hire Cleanstreet to remove trash and graffiti from the off-ramps, which are just outside the boundaries of both districts, on a monthly basis.
- The board approved the purchase of 500 new logo plaques for trash receptacles in the BID, for approximately \$2,300. The plaques will match the new pole banner designs and promote the BID's website.

Marketing Issues

- The Sunset & Dine Committee began meeting in November to plan for the second annual event. So far the Motion Picture Academy of Arts & Sciences has offered to kick-off of their summer screening season with the Sunset & Dine event and Amoeba has volunteered a DJ for the evening. The committee is also considering a list of charities that could be recipients of grants from the event's proceeds.

- The 2013 Hollywood Visitors Guide was released in November. Several Sunset & Vine BID businesses purchased advertisements in this year's brochure.
- A small working group began meeting in the 4th quarter to discuss updates to the BID website, and streamline some of the news-based content all four of the HPOA-run sites. One of the strategies discussed would maintain individual domains for each of the BIDs, but create a new landing page for more general information about central Hollywood.

CENTRAL HOLLYWOOD COALITION

PROJECTED CASH FLOWS 2012

7-JAN-13

	ACTUALS												TOTAL 2,012
	January	February	March	April	May	June	July	August	September	October	November	December	
Receipts													
2012 Property Assessments		661,759		63,265		442,042		30,584	214,587				1,412,237
Grant and Misc. Income						4,076			5,200				9,276
Estimated Interest Income Wells Fargo, Chase		0	9	84	48	53	91	81	66	70	39	26	568
Estimated Interest Income County & City				649		223							871
Total Projected Receipts		661,759	9	63,998	48	446,393	91	30,665	219,854	70	39	26	1,422,952
Expenditures													
1. Neighborhood Issues													
a. Security	67,482	52,991	67,886	54,157	68,427	53,575	56,210	68,011	55,680	54,934	69,658	54,651	723,682
b. District Maintenance	32,298	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	371,076
c. Beautification													
d. Marketing & Consultants	16,644	300	600	1,937	665	10,952	2,797	600	7,224	3	2,030	1,003	44,775
e. Social Services													
2. Management Contract	25,000	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500		25,000	162,500
3. Professional Services													
a. Accounting					4,200	2,000				400			6,200
b. Legal													400
c. Insurance	10,888												10,888
4. Taxes and Fees		28,594				25							28,619
5. a. Contingency	43	28	48	18	28	29	28	28	28	88	28	28	421
b. Delinquency Private													
c. Delinquency Public													
Total Projected Expenditures	152,365	125,210	111,842	99,410	116,638	109,879	102,333	111,937	106,230	98,723	102,514	111,480	1,348,561
Net Cash	(152,365)	536,549	(111,832)	(35,412)	(116,590)	336,515	(102,241)	(81,273)	113,624	(98,654)	(102,476)	(111,454)	74,391
Cumulative Cash	(152,365)	384,184	272,351	236,939	120,349	456,864	354,623	273,350	386,974	288,320	185,845	74,391	74,391

Gross Estimated Billings \$ 1,429,674.81

Vehicle 1,348,561
Horizontal 1,348,561

	Management Plan		2012 Budget		Actuals to Date	
	%	\$	%	\$	%	\$
Security	52.0%	743,431	52.0%	743,431	97.3%	723,682
Maintenance	25.9%	369,576	25.9%	369,576	100.4%	371,076
Beautification	2.1%	30,733	2.1%	30,733		
Marketing & Consulting	3.0%	42,890	3.0%	42,890	104.4%	44,775
Social Services						
Administration	11.8%	168,200	11.8%	168,200	107.0%	179,988
Legal, Accounting	2.0%	28,593	2.0%	28,593	100.1%	28,619
Taxes & City Fees	0.3%	4,197	0.3%	4,197	10.0%	421
Contingency	2.9%	42,055	2.9%	42,055		
Delinquencies						
Totals	100%	1,429,675	100%	1,429,675	94.3%	1,348,561

CENTRAL HOLLYWOOD COALITION

CASH FLOW TO DATE AND BALANCE TO DATE

31-DEC-12

	ACTUALS To Date	BALANCE In Budget	TOTAL 2,012
Receipts			
Net Property Assessments	1,412,237		1,412,237
Grant and Misc. Income	9,276		9,276
Interest Income Wells Fargo	568		568
Interest Income County & City	871		871
Total Receipts and Budgeted Balance	1,422,952		1,422,952
Expenditures			
1. Neighborhood Issues			
a. Security	723,682		723,682
b. District Maintenance	371,076		371,076
c. Beautification			
d. Marketing & Consultants	44,775		44,775
e. Social Services			
2. Management Contract	162,500		162,500
3. Professional Services			
a. Accounting	6,200		6,200
b. Legal	400		400
c. Insurance	10,888		10,888
4. Taxes and Fees	28,619		28,619
5. a. Contingency	421		421
b. Delinquency Private			
c. Delinquency Public			
Total Expenditures and Budgeted Balance	1,348,561		1,348,561
Net Cash	74,391		74,391